

Rep Order# 6843598

Ver# 1

Status New

Traffic Order#

Printed: 08/20/2012 1:04 PM

1 of 4

EC'd Yes

Last Received: 08/20/2012 11:27 AM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.

Advertiser ( ) .RESTORE OUR FUTURE

Product RESTORE OUR FUTURE

Estimate# 356

Buyer STEPHANIE KOHLBAUER

Phone#

Fax#

Agency ( ) MENTZER MEDIA

600 FAIRMONT AVE, S#306

TOWSON, MD 21286

Agency C/P1/P2/E //356

Flight Dates 08/21/2012 - 08/27/2012

Hiatus Weeks

Rep Firm

Sales Office ( ) PHILADELPHIA

Salesperson ( ) ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

-- CONTRACT COMMENT --  
SC=\*

-- REMARKS --  
THIS IS A NEW CONTRACT  
TOTAL 57,100  
PLS CONFIRM ASAP  
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	6A-7A	6A WAVY NEWS	:30	\$2,000.00	08/21-08/24	4	1	4	\$8,000.00	
				Buyline Comment: 6A WAVY NEWS								
	2	TU-F	7A-9A		:30	\$2,000.00	08/21-08/24	4	1	4	\$8,000.00	
				Buyline Comment: TODAY SHOW								
	3	TU-TH	11A-12P		:30	\$200.00	08/21-08/23	6	1	6	\$1,200.00	
				Buyline Comment: HAMPTON ROADS SHOW								
	4	F	11A-12P		:30	\$200.00	08/24-08/24	1	1	1	\$200.00	
				Buyline Comment: HAMPTON ROADS SHOW								
	5	TU-F	12P-1P		:30	\$300.00	08/21-08/24	4	1	4	\$1,200.00	
				Buyline Comment: WAVY NEWS AT NOON								
	6	TU-TH	6P-630P		:30	\$2,000.00	08/21-08/23	3	1	3	\$6,000.00	
				Buyline Comment: 6P NEWS								
	7	TU,TH	11P-1135P		:30	\$2,000.00	08/21-08/23	2	1	2	\$4,000.00	
				Buyline Comment: 11P NEWS								



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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	19	SU	11P-1135P	WAVY 11P NEWS	:30	\$2,000.00	08/26-08/26	1	1	1	\$2,000.00	
	Buyline Comment: WAVY 11P NEWS											
	20	M	6A-7A	WAVY 6A NEWS	:30	\$2,000.00	08/27-08/27	1	1	1	\$2,000.00	
	Buyline Comment: WAVY 6A NEWS											
	21	M	7A-9A	TODAY SHOW	:30	\$2,000.00	08/27-08/27	1	1	1	\$2,000.00	
	Buyline Comment: TODAY SHOW											
	22	M	11A-12P	HAMPTON ROADS SHOW	:30	\$200.00	08/27-08/27	2	1	2	\$400.00	
	Buyline Comment: HAMPTON ROADS SHOW											
	23	M	12P-1P	WAVY NEWS AT NOON	:30	\$300.00	08/27-08/27	1	1	1	\$300.00	
	Buyline Comment: WAVY NEWS AT NOON											
	24	M	6P-630P	6P NEWS	:30	\$2,000.00	08/27-08/27	1	1	1	\$2,000.00	
	Buyline Comment: 6P NEWS											
	25	M	11P-1135P	WAVY NEWS AT 11	:30	\$2,000.00	08/27-08/27	1	1	1	\$2,000.00	
	Buyline Comment: WAVY NEWS AT 11											
	26	M	1135P-1235A	TONITE SHOW	:30	\$500.00	08/27-08/27	1	1	1	\$500.00	
	Buyline Comment: TONITE SHOW											

---REPORT TOTALS---

Report Totals: 52 / \$57,100.00

---SALES MONTHLY TOTALS---

Aug 12: 44 / \$47,900.00 Sep 12: 8 / \$9,200.00

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Salesperson FAX# 215-567-5938

Sales Totals: 52 / \$57,100.00  
Station Totals: 52 / \$57,100.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$167,941	CATV 0%	WAVY 34%	WGNT 0%	WPXV 0%	WTKR 31%
		WTVZ 0%	WVBT 9%	WVEC 26%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books null  
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE